



# HENNEPIN THEATRE TRUST

## 2016-2017 YEAR IN REVIEW

Highlights encompassing activities from July 1, 2016 to June 30, 2017

**HENNEPIN THEATRE TRUST**

ORPHEUM • STATE • PANTAGES

Located in the WeDo™ MPLS Cultural District



# Dear Friends,

This past year was quite an exciting one, marked by inspirational and unprecedented moments that brought transformational change to our community through the arts.

We enlivened the urban landscape and brought vitality to the WeDo™ MPLS Cultural District by bringing the best live entertainment to our theatres on Hennepin Avenue — the Orpheum, State, Pantages and New Century. We also made downtown a more positive, beautiful and welcoming place by revitalizing underused, unexpected spaces with *Made Here*. And we continued making positive impact in communities across the state through *Spotlight Education* — engaging the largest number of schools and students in the performing arts since the program's inception.

We engaged new and broader audiences in truly unique ways with several Minnesota firsts: our 5 to 10 on Hennepin project, The 24 Hour Plays® and a sensory-friendly performance of a Broadway touring production — *Disney's The Lion King*.

We also bid some farewells and welcomed a new space. Our founding president and CEO, Tom Hoch, stepped down after 22 years to pursue new and exciting opportunities. We moved out of City Center, closed our intimate theatre space, New Century Theatre, and opened a brand new chapter at 900 Hennepin — our new home and community event space located in the heart of downtown.

Our progress was made possible by so many people, businesses and organizations in our community. We're grateful for our supporters' passion and dedication — and we look forward to yet another year of inspiring positive change together.

Sincerely,



A stylized, handwritten signature in black ink.

Mark Nerenhausen  
President/CEO



A stylized, handwritten signature in black ink.

Ann Simonds  
Chair, Board of Directors

## Our Mission

We create positive change through the arts by bringing together people, businesses and organizations in WeDo to create and enjoy cultural experiences.

We brought **600,000+** people downtown this past year to experience the best in live entertainment.





**Driving economic impact in downtown  
by enlivening the city with top-tier  
entertainment in our theatres**



# Broadway Touring Productions

We energized WeDo by bringing hundreds of thousands of people downtown to experience our incredible 2016-2017 *Bank of America Broadway on Hennepin* Season. The line-up included some of the hottest Tony Award®-winning productions, as well as returning classics.

Based on celebrated, award-winning novels, the season included the Minnesota premieres of *The Curious Incident of the Dog in the Night-Time* and *Fun Home* — the 2015 Tony Award winners for Best Play and Musical, respectively. We also launched the U.S. national tour of *The Bodyguard*, starring Deborah Cox.

Audiences cheered at performances for returning favorites *Wicked*, *Mamma Mia!* and the 20th anniversary tour of *Rent*.





LADYSMITH BLACK MAMBAZO – CREDIT: SHANNON DOYLE



TRIPLE ESPRESSO – CREDIT: TRIPLE ESPRESSO, LLC



THE 24 HOUR PLAYS® – CREDIT: TRUST STAFF

## Concerts and Live Entertainment

Audiences were abuzz as the stages of our three historic theatres — the Orpheum, State and Pantages — were brought to life with a wide variety of live performances.

Laughter lit up the playhouses with comedians Weird Al Yankovic and Jerry Seinfeld, as well as the hilarious duo Steve Martin and Martin Short. And music filled the theatres with a diverse lineup of concerts, including The Moody Blues, Ladysmith Black Mambazo and Il Volo.

## Presented at New Century Theatre

We brought local talent to our 300-seat New Century Theatre, located in City Center. The line-up included the crowd-pleasing *Triple Espresso* and the Minnesota premiere of *The Realish Housewives of Edina Part 2*.

On May 31, 2017, we moved to our new space at 900 Hennepin and closed New Century Theatre.

## The 24 Hour Plays®

In collaboration with the University of Minnesota Duluth (UMD), we brought to life a new theatrical experience for our audiences — a Minneapolis performance of The 24 Hour Plays®. The show featured some of the hottest theatrical talent in the Twin Cities, as well as nationally recognizable artists from both the stage and screen.

Six playwrights, six directors, 28 actors and a musical guest created six new short plays in the course of 24 hours — and performed them live onstage at our historic Pantages Theatre.

Proceeds from the Minneapolis performance went to support *Spotlight Education* and UMD Theatre Scholarships.

**134** events with a total of **415** performances and **549,101** audience members filled our four theatres this past year.





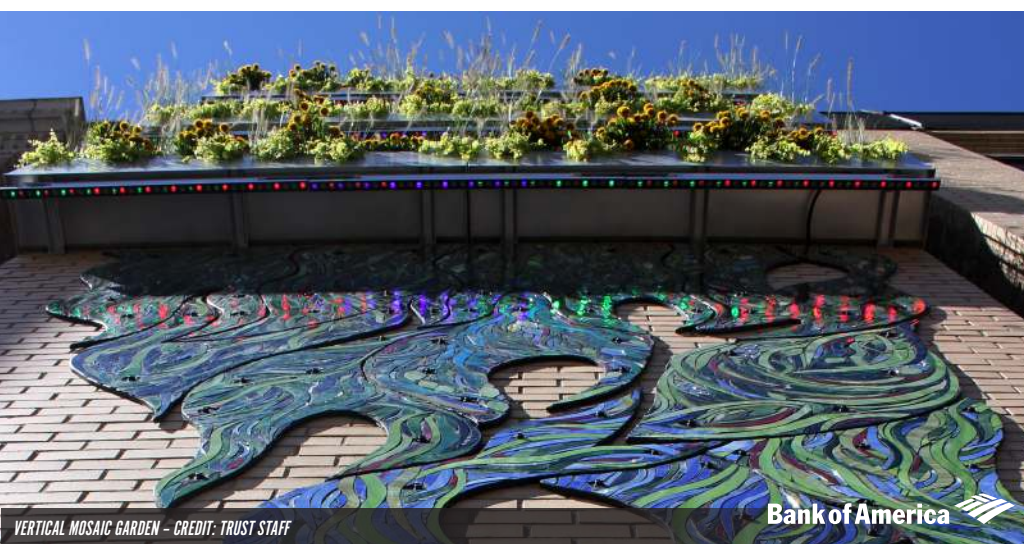
**Providing a safe, positive and welcoming experience in WeDo with unexpected activities and art**





FUTURE: MADE HERE ARTIST REGGIE LEFLORE AND HIS SHOWCASE – CREDIT: BRIANNA KOPKA

Andersen  
WINDOWS + DOORS



VERTICAL MOSAIC GARDEN – CREDIT: TRUST STAFF

Bank of America



15

community-centric events  
took place as part of 5 to 10  
on Hennepin.

5

downtown blocks total  
activated as part of 5 to 10  
on Hennepin.

5 TO 10 ON HENNEPIN – CREDIT: COLIN MICHAEL SIMMONS

Southwest

## Made Here

Our city's canvas was invigorated for visitors with *Made Here*. With presenting sponsor Andersen Windows, this project of the Trust transforms underused downtown spaces with art created by local artists.

We launched *Spirit: Made Here* in December 2016, featuring the work of over 60 Minnesota artists and 15 students. The Showcases explored the theme “spirit” through mediums such as painting, large-scale puppets and interactive light displays.

And in May 2017, we launched *Future: Made Here*, which explored the theme “future,” providing a commentary on time and changes to our planet, society and community. More than 50 local artists and 120 students' works were featured in the installation.

**11** properties leased  
since 2013 within 18 months of  
participating in *Made Here*.

**120+** artists  
featured in *Made Here* Showcases.

**\$68k** in stipends  
paid to *Made Here* artists.

**40%** of *Made Here*  
artists from communities of color.

## Vertical Mosaic Garden

We added a touch of creative greening right next door to our historic Orpheum Theatre with a one-of-a-kind work of art by local artists and community volunteers.

The 25-foot mosaic mural, made possible by Bank of America, includes a living garden of plants framed in LED lights above a colorful community-made mosaic.

## 5 to 10 on Hennepin

We enlivened the heart of downtown with our 5 to 10 on Hennepin project, energizing a five-block stretch of Hennepin Avenue between 5th and 10th streets as a vibrant destination for all to enjoy.

Each week, one block experienced a creative makeover, including live musical performances, games, family-friendly activities, food and public art.

The project was made possible with Southwest Airlines' *Heart of the Community* program grant and technical support from Project for Public Spaces.





**Building strong communities across  
Minnesota through arts education  
and accessible programs**





## Spotlight Education

Since 2005, *Spotlight Education*, our flagship education program, has sought to instill the core values of lifelong learning, leadership and community in the talented students who participate in the year-long program.

Students enrolled in their high school musical theatre programs receive professional training and guidance to enhance their artistic, technical and performing skills through four key components: masterclasses, production assessments, Critical Review and *Spotlight Showcase*.

**6,300** students from **86** Minnesota high schools participated in *Spotlight Education*.

**1,500**

students performed at one of the two *Spotlight Showcases* at our historic State Theatre.

**54**

students participated in *Spotlight Education's* Critical Review, expanding their analytical skills and professional writing chops.





PATRONS AT THE SENSORY-FRIENDLY PERFORMANCE - CREDIT: TRUST STAFF

## Sensory-Friendly Performance

In collaboration with Disney Theatrical Productions, we provided members of our community an exclusive opportunity to enjoy live theatre in a welcoming and supportive environment with a sensory-friendly performance of *Disney's The Lion King*.

Made possible through a Minnesota State Arts Board grant, this one-time performance was specifically designed for individuals with sensory, social and learning disabilities, and their families.

An audience of more than 2,400 attended this magical and memorable matinee performance at our historic Orpheum Theatre.



ACCESS PARTICIPANTS - CREDIT: TRUST STAFF

## Access Program

In partnership with Twin Cities nonprofit educational, cultural and social service providers, we provided tickets and engagement opportunities for individuals and families to experience the best of Broadway, music concerts, lectures and dance productions.

**36**

partnering organizations received donated tickets as part of *Access*.



HISTORIC THEATRE TOUR PATRONS - CREDIT: TRUST STAFF

## Historic Theatre Tours

We offered the public a fascinating, backstage peek of our historic playhouses with our bimonthly theatre tours. Each professionally guided tour provided a look at the theatre's architectural beauty, as well as historical insights and fun facts about the venues.

**770**

people were engaged in our city's history through our historic theatre tours.



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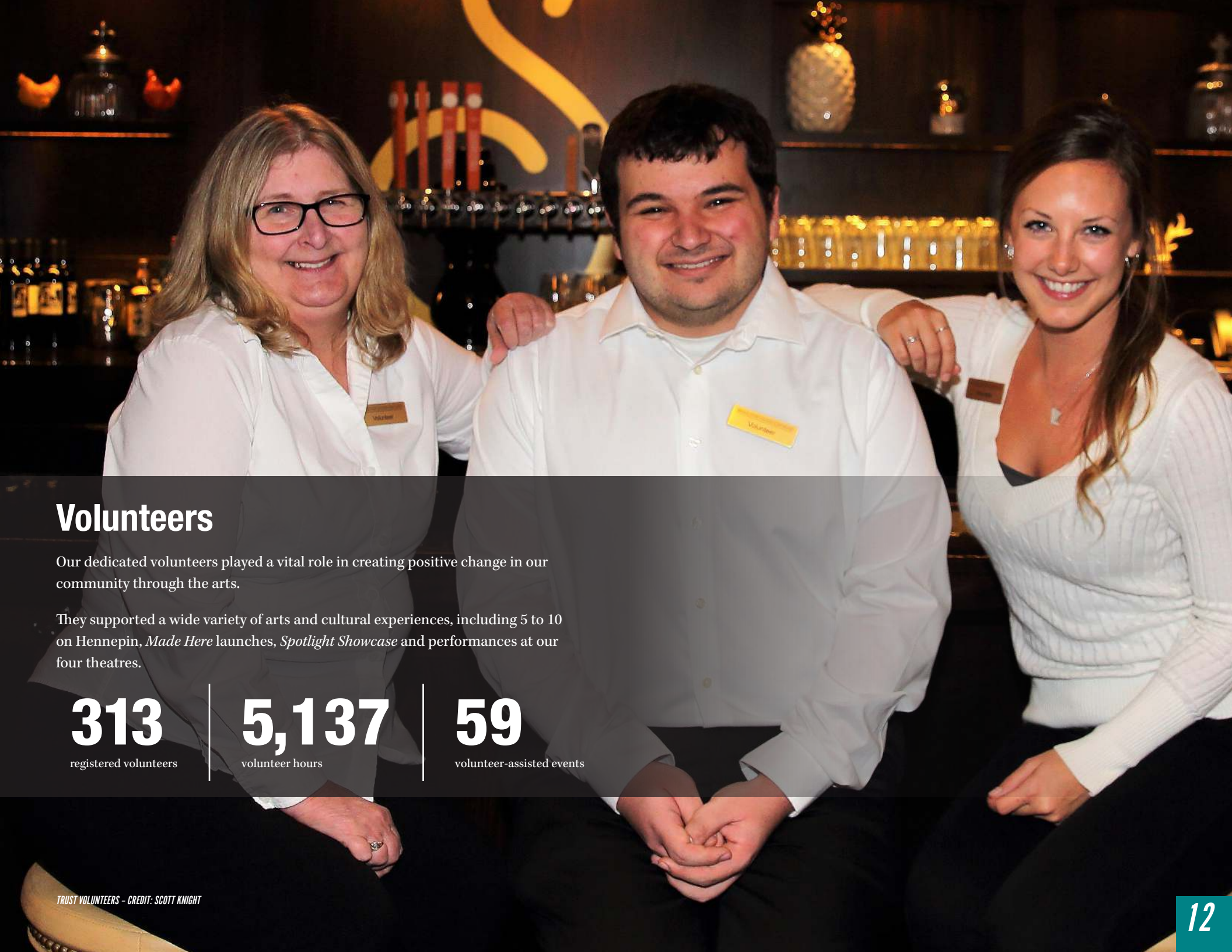
THE FINEST  
HUMAN  
INTEREST  
STORY EVER  
FILMED

The story of a  
man's love for  
and faith in the  
country of his  
adoption—a tre-  
mendous theme  
charmingly de-  
veloped—a pic-  
ture admirably  
produced

HENNEPIN  
**Orpheum**  
KEITH Orpheum VAUDEVILLE  
AND BEST FEATURE PHOTOPlays  
HENNEPIN AT NINTH ST.  
WEEK BEGINNING  
JULY  
15th  
"THE BIG TEN  
MUSICAL CHAMPS"  
INI!

**Volunteers and Recognition**





# Volunteers

Our dedicated volunteers played a vital role in creating positive change in our community through the arts.

They supported a wide variety of arts and cultural experiences, including 5 to 10 on Hennepin, *Made Here* launches, *Spotlight Showcase* and performances at our four theatres.

313

registered volunteers

5,137

volunteer hours

59

volunteer-assisted events





Actor Leslie Odom Jr., left, and actor, composer Lin-Manuel Miranda perform during the "Hamilton" Grammy performance in February 2016.

## Theater 'Hamilton' coming to Minneapolis

A touring production of the wildly successful, record-breaking Broadway musical "Hamilton" is coming to Minneapolis — eventually.

The Hennepin Theatre Trust — which operates the State, Orpheum and Pantages theaters — announced Friday the musical would be part of its 2018-19 Broadway on Hennepin series, details of which won't be fully revealed until early 2018.

The best way to guarantee seats, according to HTT, is to purchase a 2017-18 season subscription when it's announced Jan. 23. Those subscribers who then renew for the 2018-19 season will be able to guarantee their seats when "Hamilton" finally arrives in Minneapolis.

If such advance notice seems odd,

modern hip-hop and R&B show's music.

It opened off Broadway in February 2015 and generated such immediate, overwhelming buzz, it already felt like a word of hype when it landed on Broadway that August. At the time since, "Hamilton" has become the hottest ticket on Broadway. Like other musicals, it has a daily lottery with a handful of cheap tickets, but demand is so high that the lottery is now online-only, with more than 50,000 fans crashing the first day. It went on to win a record 16 Tony nominations. Additionally, it won the Grammy and the Pulitzer Prize for Drama.

In November, "Hamilton" set another record, grossing \$3.3 million in one

## Recognition

The stories and information we shared sparked new conversations and connections across our community. And we received recognition for our leadership in bringing the hottest new arts and cultural experiences to Minnesota.

In December 2016, we announced that *Hamilton*, the hit Broadway musical, would be coming to downtown Minneapolis as part of our 2018-2019 *Bank of America Broadway on Hennepin* Season. The news drew immediate attention and drove significant traffic to our website and interest in season subscriptions.

### #18

Orpheum Theatre's rank in Pollstar's Top 200 theatre venues.\*

### #79

State Theatre's rank in Pollstar's Top 200 theatre venues.\*

### #58

Hennepin Theatre Trust's rank in Pollstar's Top 100 Promoters.\*

\*January 1 – December 31, 2016

## Print Media

**919** placements

**231,815,319** impressions

**\$16,494,028** in earned media

## Social Media and Digital Communications

Our weekly emails reached over **313,000** people each week.

**3,631,125** pages viewed by **1,056,315** users this past year;

**64%** were new users to our website.



34,264 followers on Facebook, a 14.2% increase from FY 2016.



10,604 followers on Twitter, a 7.6% increase from FY 2016.



1,951 followers on Instagram, a 19.7% increase from FY 2016.





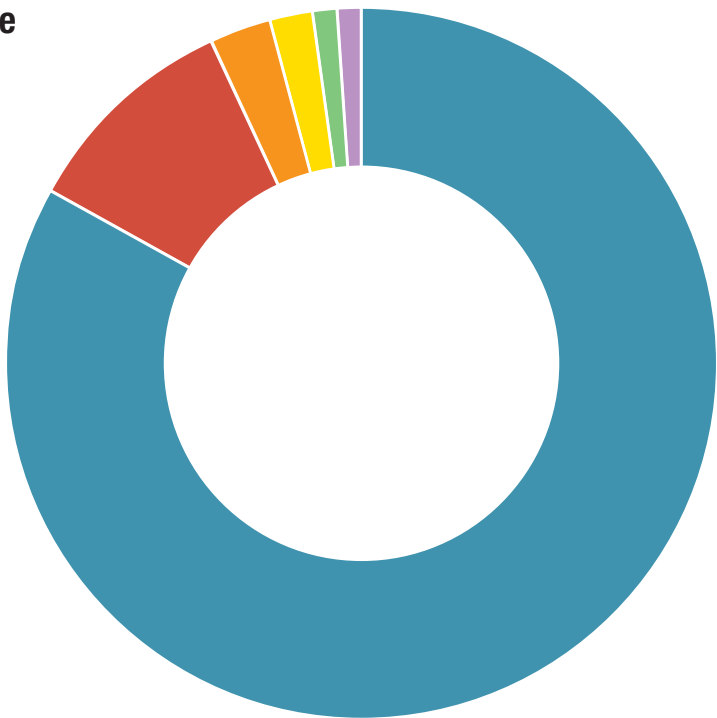
# Financials



# Financials

We are able to reinvest in our community and create transformative change with the revenue we generate – from ticket sales to the generous support from our donors and sponsors.

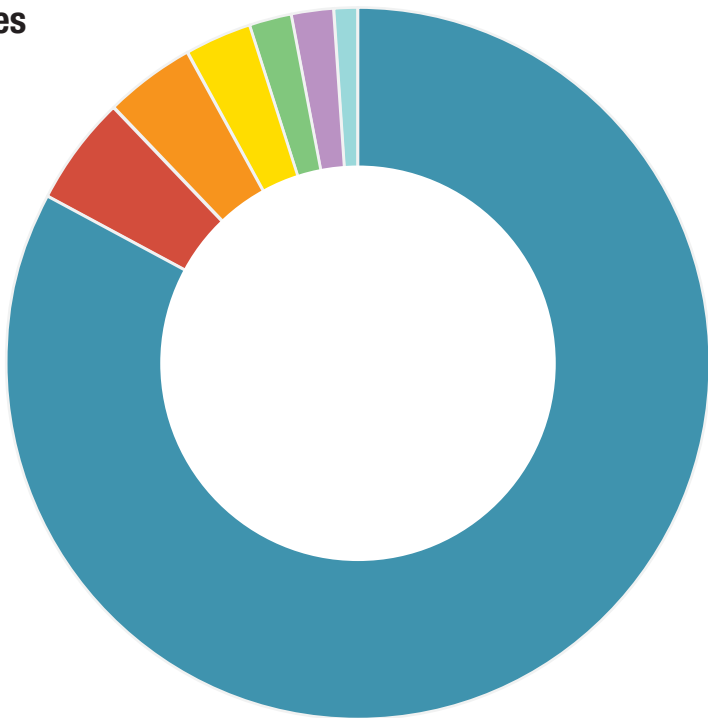
## Revenue



84%	Ticket Sales	\$30,696,824
10%	Donor Contributions	\$3,552,008
3%	Grants	\$1,117,014
2%	In-Kind Contributions	\$608,286
1%	Sponsorships	\$322,275
1%	Miscellaneous	\$303,626

To access the full Financial Statements from the fiscal year, visit:  
<https://hennepintheatretrust.org/year-in-review/>

## Expenses



83%	Theatre Programming*	\$29,837,766
5%	Theatre Preservation and Restoration	\$1,700,546
4%	Management and General	\$1,393,379
3%	Fundraising	\$1,164,679
2%	Education	\$858,153
2%	New Century Theatre	\$562,637
1%	Public Art and Placemaking	\$509,911

\*Includes artistic company payments, direct marketing costs for all shows, venue costs, as well as marketing and communications operations.





**Staff, Board of Directors, Sponsors and Donors**



# Our Board of Directors and Staff

This list reflects Trust Board of Directors and staff members as of June 30, 2017

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Development Research Coordinator

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Development Assistant  
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**Nailah Taman**  
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Education Program Coordinator  
**Dudley Voigt**  
Critical Review Program Manager

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Communications Manager  
**Laura Fagen**  
Communications Coordinator  
**Shanna O'Leary**  
Digital Communications Manager  
**Emily Sortor**  
Communications Coordinator  
**Dale Stark**  
Media Relations Manager



# Our Sponsors and Funders – Thank You!

This list reflects our sponsors and funders for the fiscal period, July 1, 2016 to June 30, 2017

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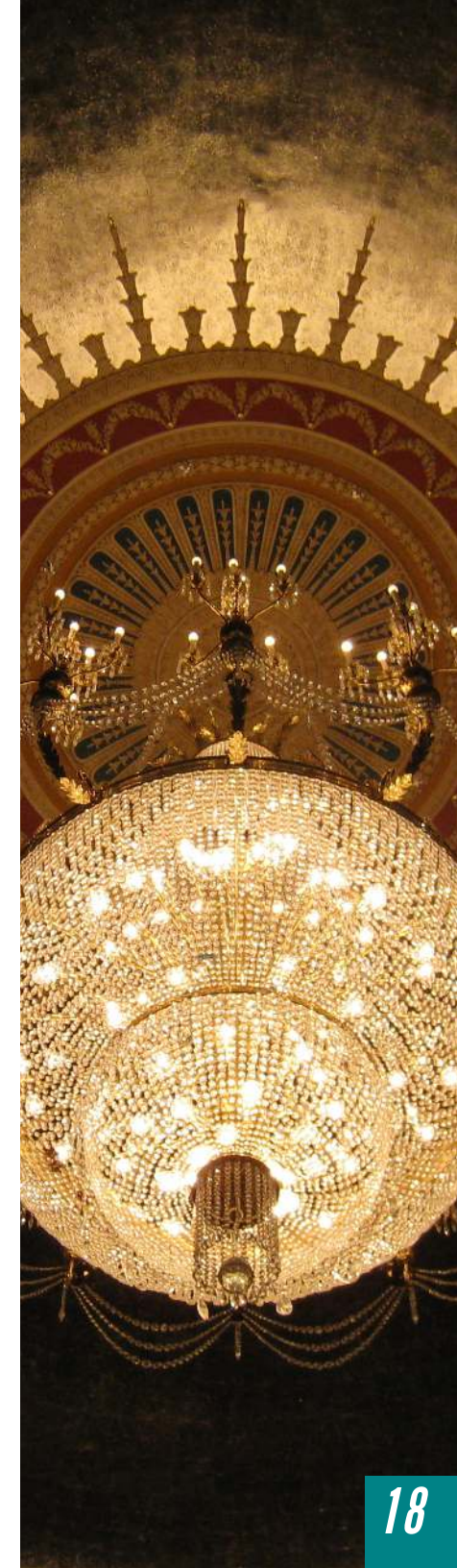
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The Oceanaire Seafood Room  
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Renaissance Minneapolis Hotel  
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Seven Steakhouse & Sushi  
W Minneapolis – The Foshay  
UNION Restaurant

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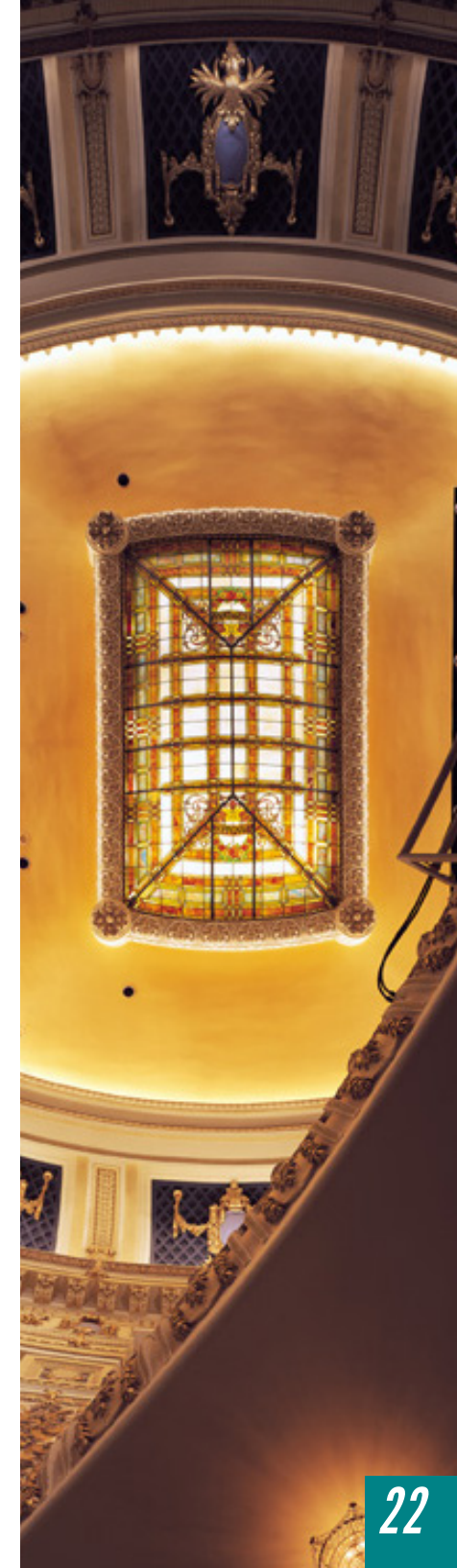
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# 2016 – 2017 Year in Review

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